



Light Up Beauty



# Performance Marketing Manager

New Delhi, Delhi, India · 2 weeks ago · Over 100 applicants



On-site · Full-time



Skills: Instagram Advertising, Facebook Ads, +5 more




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## Meet the hiring team



**Meenakshi Ganesh** · 3rd+

Founder & CEO, Light Up at Light Up Lifestyle Pvt Ltd  
Job poster · LinkedIn member since 2009

Message

## About the job

### Company Description

Light Up Beauty is a 2 year old skincare startup offering clean and transparent skincare formulations. Featured in Vogue, Elle and Grazia, Light Up Beauty works with unique ingredients so that customers can flaunt a filter free, natural radiance.

### Role Description

Light up Beauty, a beauty and wellness company based in New Delhi, is looking to hire a full-time Performance Marketing Manager for on-site work. In this role, you will be responsible for creating and implementing digital marketing campaigns with a strong focus

on e-commerce marketplaces primarily Amazon, Flipkart, Myntra and Purplle and some experience in Meta and Google ads as well.

### Responsibilities :

- Manage end-to-end all e-commerce marketplace campaigns for Amazon, Flipkart, Myntra, Purplle, Tata 1 MG ad campaigns, including keyword research, campaign setup, budget management, and performance analysis.
- Monitor and analyze campaign performance metrics to achieve maximum return on ad spend.
- Collaborate with the content, design and product teams to ensure that advertising efforts are
- aligned with product launches, promotions, and overall brand messaging.
- Stay current with industry trends, Amazon algorithm updates, and competitive landscape to
- proactively adapt strategies and maintain a competitive edge.
- Conduct regular competitor analysis to identify opportunities and areas for improvement,
- adjusting strategies as needed to maintain a strong market position.
- Utilize Amazon's PI, Helium 10 and other tools to find gaps and opportunities
- Strong experience and expertise in all mediums of digital marketing, including email marketing, PPC, whatsapp, SMS etc.
- Proven experience in Facebook and Google ads with proven track record of maintaining high ROAS.
- Demonstrated success creating and executing scalable marketing campaigns, driving growth and customer acquisition
- Experience in data analysis and data-driven decision making, with a strong ability to identify actionable insights and test ideas
- Excellent written and verbal communication skills, with a focus on attention to detail and the ability to tell compelling stories with data
- Managing all strategic alliance partnerships for extra revenue generation – SMS, whatsapp, cashbacks and coupons.
- Manage all offline and online partnerships for expansion of brand presence and sales.
- Ensuring website is conversion friendly for maximum optimization of campaigns.
- Stay upto date with digital marketing trends, and potential new channels and strategies to keep us ahead including updates to marketing, attribution and media buying.

- Monitor market intelligence and keep track of competitor movement and market situation.
- Set measurable goals that demonstrate improvement in marketing efforts
- Structure and the deal with new e-commerce Partners (i. e. key skincare products to be sold, commercials, contracting, and working relationship)
- Align and work closely with cross-functional teams to ensure partner implementations are on track and delivering against plan ( social media, design and operations execution)
- Help grow the revenue from each Partner by improving conversions e. g. driving traffic to our products on e-commerce Partner websites/app, suggestions for improving customer UI/UX, supporting the partner with digital marketing material, and introducing new products to each Partner
- Manage day to day e-commerce Partner relationship - engage with Partners with a win-win mindset to improve customer experience, drive higher revenue, drive strategic objectives, etc.

#### Qualifications :

- Bachelors or Master's degree in Digital Marketing, Business Administration, Communications, or a related field
- 3+ years of experience in digital marketing or related field
- Atleast 2 years experience in running Amazon Ads and minimum 1 year experience in running Facebook/Meta/Google ads
- Experience in beauty/wellness space is a huge PLUS
- Proven track record of hitting high ROAS figures